

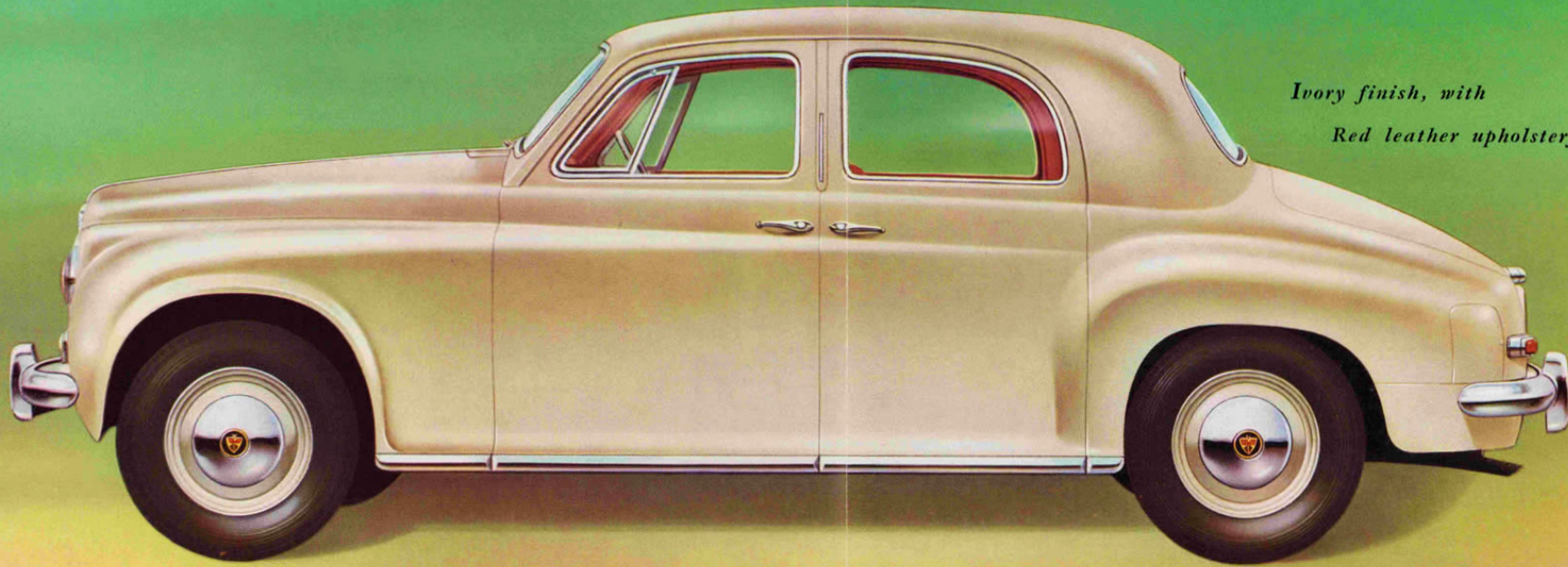
*The*  
**ROVER**  
*Seventy Five*





# ONE OF BRITAIN'S FINE CARS

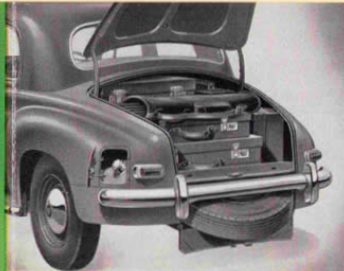
## The ROVER "75"



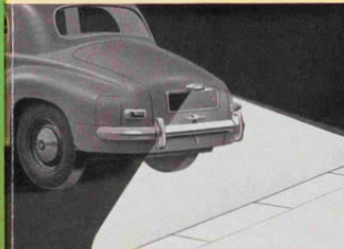
*Ivory finish, with  
Red leather upholstery.*

No other car has quite so many good points as the Rover Seventy-Five; in no other car has the search for perfection in its class been quite so unremitting. Silent running, smooth power, perfect control and finish have always been Rover characteristics. The latest model has all these, and much more, in generous measure. The interior offers luxurious comfort for a full passenger complement, with all seats well within the wheelbase. Upholstery is hide on foam rubber, and there are massive central folding and side armrests, a built-in  $3\frac{1}{2}$  kw. heater, front and rear interior lights operated by opening the doors, and rear pull straps. The exterior is immaculately styled and finished, with door panels, bonnet cover and luggage boot lid in rustless aluminium alloy. The rear window extends to almost the full width of

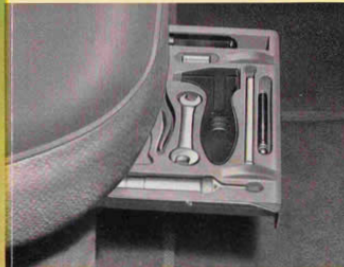
the car. The 6-cylinder 75 b.h.p. engine, described elsewhere, provides ample smooth, silent power. Controls are finger-light, and in all situations the Rover handles delightfully. Independent front suspension and variable rate rear springs give the same unruffled ride irrespective of road or load, and stabilisers front and rear ensure freedom from sway and provide superb road-holding. The popular Rover Free-wheel gives clutchless gear changes. The spare wheel is housed in a separate compartment, giving extra luggage space, rubber is used even more extensively to simplify maintenance—the body is now rubber-mounted—and for all those *hidden values* essential to pleasurable motoring the Rover remains unique.



The boot has an unobstructed floor, and is automatically lit; a separate compartment houses the spare wheel. The petrol filler flap is locked from inside the boot.



An automatic reversing light, brought into action by engagement of reverse gear, makes light of night-time reversing.



A comprehensive, well laid out tool kit is carried in a neat rubber-lined drawer beneath the front seat.



Door panels, bonnet cover and spring-balanced luggage boot lid are all of strong, rustless aluminium alloy.

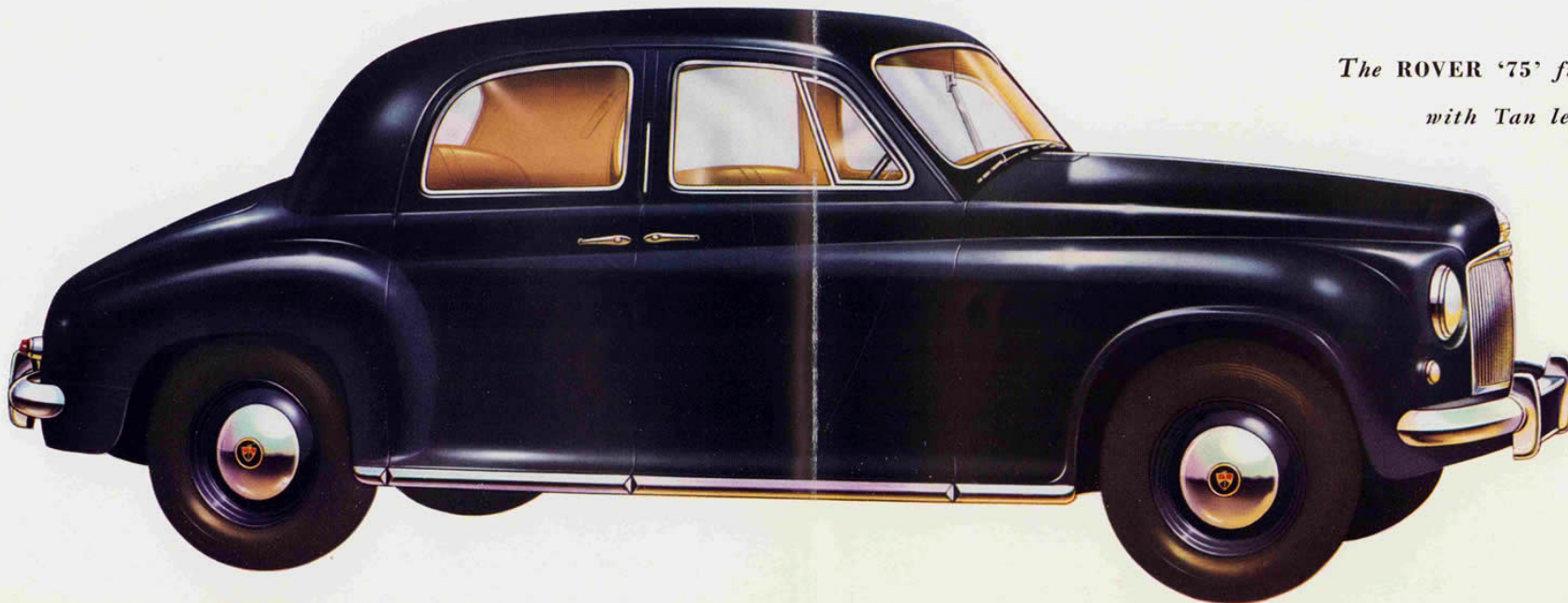


# ONE OF BRITAIN'S FINE CARS

*The ROVER '75' finished in Lakeside Green,  
with Green leather upholstery.*

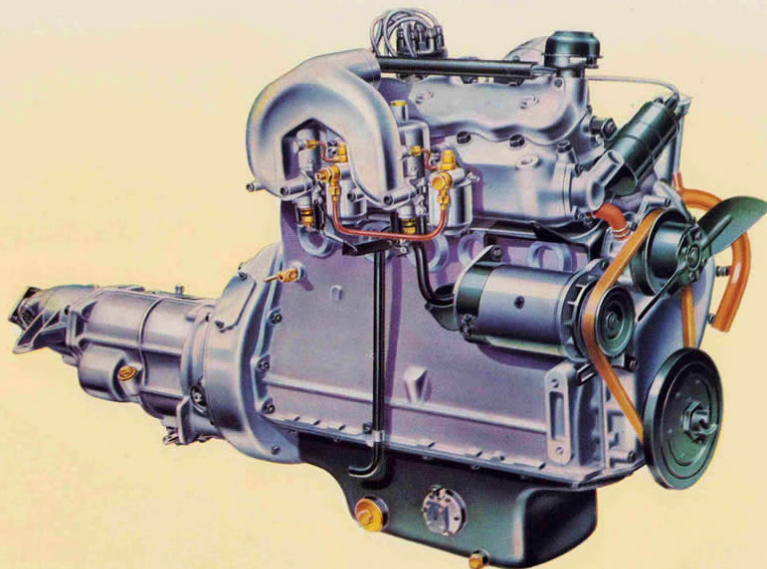
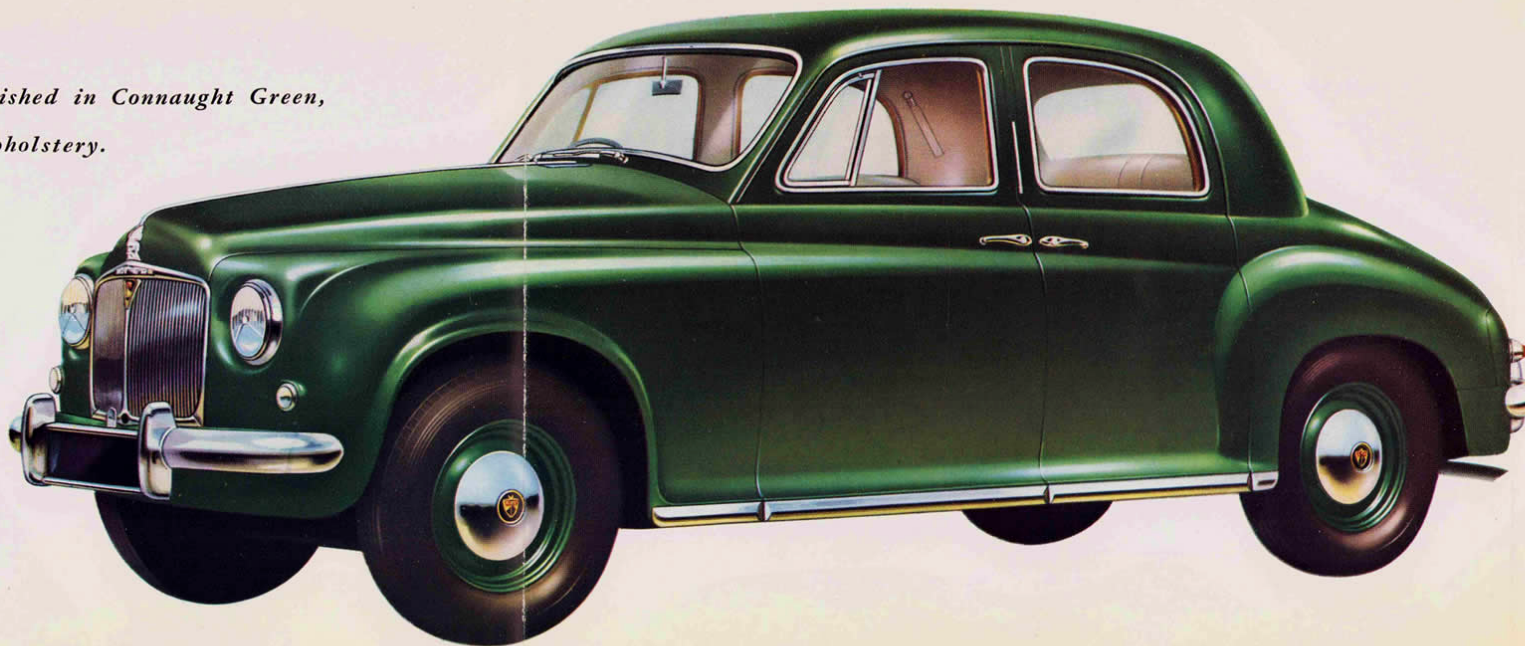


*The ROVER '75' finished in Black,  
with Tan leather upholstery.*





*The ROVER '75' finished in Connaught Green,  
with Grey leather upholstery.*



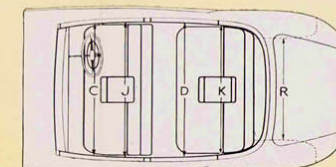
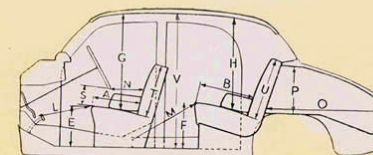
## ENGINE DESCRIPTION

*The '75' engine is designed to give more than adequate performance with outstanding economy and durability. Smooth, silent, powerful and flexible, this 6-cylinder 75 b.h.p. power unit will answer every demand made of it throughout its long, trouble-free life.*

*Overhead inlet and side exhaust valves, with a specially designed combustion chamber, provide peak efficiency with high economy, and other design features include "Brightway" faced exhaust valves seated in special alloy cast iron inserts, chromium plating on the upper ends of the cylinder bores, and chromium-plated cam followers.*

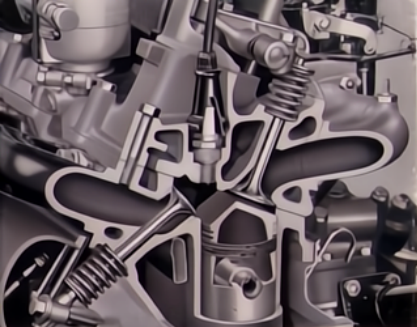
*Pressurised cooling, controlled by a thermostat, ensures special attention to exhaust valve seats, sparking plug bosses and other heat concentration centres, and a large-capacity oil pump pressure-lubricates main bearings, big end bearings, camshaft bearings, timing chain tensioner, distributor drive shaft and cam followers and rockers.*

## INTERIOR DIMENSIONS



<b>A</b>	Front to Rear of Front Cushion . . . . .	<b>19 in. (483 mm.)</b>	<b>L</b>	Front Cushion to Accelerator Pedal . . . .	<b>21 in. (532 mm.)</b>
<b>B</b>	Front to Rear of Rear Cushion . . . . .	<b>21 in. (532 mm.)</b>	<b>M</b>	Rear Cushion to Foot Rest . . . . .	<b>25½ in. (648 mm.)</b>
<b>C</b>	Width of Body at Front of Front Seat . . . . .	<b>54 in. (1372 mm.)</b>	<b>N</b>	Front Squab to Steering Wheel . . . . .	<b>13½ in. (343 mm.)</b>
<b>D</b>	Width of Body at Front of Rear Seat . . . . .	<b>53 in. (1346 mm.)</b>	<b>O</b>	Locker Depth . . . . .	<b>38 in. (965 mm.)</b>
<b>E</b>	Top of Front Cushion to Floor . . . . .	<b>12½ in. (318 mm.)</b>	<b>P</b>	Locker Height . . . . .	<b>15 in. (381 mm.)</b>
<b>F</b>	Top of Rear Cushion to Floor . . . . .	<b>13 in. (330 mm.)</b>	<b>R</b>	Locker Width . . . . .	<b>40 in. (1016 mm.)</b>
<b>G</b>	Headroom—Front Seat . . . . .	<b>38 in. (965 mm.)</b>	<b>S</b>	Top of Front Cushion to Steering Wheel . . . .	<b>6 in. (152 mm.)</b>
<b>H</b>	Headroom—Rear Seat . . . . .	<b>36 in. (914 mm.)</b>	<b>T</b>	Front Squab Height . . . .	<b>21 in. (532 mm.)</b>
<b>J</b>	Width of Body at Rear of Front Seat . . . . .	<b>55½ in. (1409 mm.)</b>	<b>U</b>	Rear Squab Height . . . .	<b>24 in. (610 mm.)</b>
<b>K</b>	Width of Body at Rear of Rear Seat . . . . .	<b>52½ in. (1334 mm.)</b>	<b>V</b>	Height of interior of body	<b>47 in. (1193 mm.)</b>
				Width of front door at waist . . . . .	<b>33 in. (838 mm.)</b>
				Width of rear door at waist . . . . .	<b>27 in. (686 mm.)</b>





A sectional view of the sloping cylinder head, patented combustion chamber design, and overhead inlet and side exhaust valves.



The spare wheel housing. The variable rate rear springs ensure riding comfort under varying load conditions.



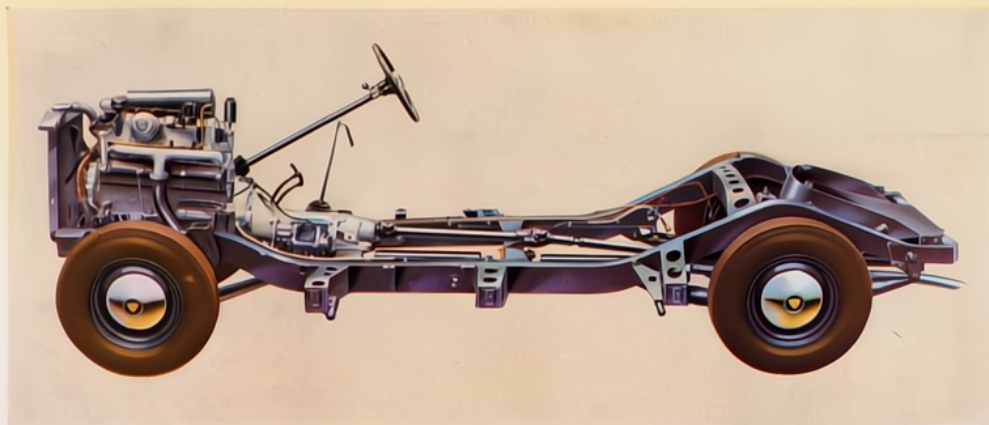
Interior — luxuriously appointed, hide-up-holstered seats. Rear doors have safety locks, to prevent accidental opening by children.



The walnut fascia has a wide range of instruments. Clock visible to all occupants. Lockable glove-box. Radio optional extra.



3½ kw. heating, ventilating and demisting unit. A large duct gives controlled cooling. Also seen is the Free-wheel control.



*The clean and robust design of the chassis is evident above. The welded box girder frame is light but immensely strong; other notable points are independent front suspension and variable rate rear springs, telescopic dampers and stabilising rods front and rear, and a*

*substantial, business-like handbrake. Extensive use of rubber and lubricant-packed and sealed bearings (see specification) has virtually eliminated chassis lubrication. There are now only four grease-nipples on the entire car.*

## CHASSIS SPECIFICATION

**ENGINE.** Four Point flexible mountings. Six-cylinder 65.2 mm. bore x 105 mm. stroke, cubic capacity 2,103. Compression ratio 7.25:1 B.H.P. 75. Aluminum alloy cylinder head inclined on the cylinder block to accommodate patented design of high efficiency combustion chamber. Oil bath air cleaner and air silencer fitted.

**VALVES.** Overhead inlet valves operated by push rod and rocker arms. Inclined exhaust valves side located operated by rocker arm direct off camshaft. Camshaft driven by double roller chain with hydraulically-operated automatic tensioner.

**PISTONS.** Inverted "V" shaped on crown to conform to special combustion chamber giving increased turbulence enabling use of a weak mixture and consequently effecting considerable economy.

**CRANKSHAFT.** Nickel chrome steel counterbalanced crankshaft. Four main journals. Crankshaft fitted rubber mounted harmonic vibration damper.

**LUBRICATION.** Engine lubrication by pressure from gear type pump forcing oil to all bearings, valve gear and timing chain. Chassis lubrication points, where rubber is not used, are packed with lubricant and sealed, and require a minimum of attention.

**FUEL SUPPLY.** From 11½ gallons (52 litres) tank at rear by electric pump to carburetors. Solenoid reserve valve operated by switch on instrument panel.

**CARBURETTOR.** Two horizontal dustproof carburetors mounted directly on cylinder head.

**IGNITION.** Special high voltage ignition coil and battery. Auto advance controlled by governor and vacuum.

**DYNAMO.** High efficiency type with automatic compensated voltage control.

**CLUTCH.** 9 in. (230 mm.) Single dry plate with sealed ball thrust withdrawal.

**STEERING.** High efficiency re-circulating ball type worm and nut. Light yet positive in action with variable steering ratio for ease of manoeuvring.

Steering wheel 17 in. (431.8 mm.). Turning circle 444 in. (11.25 m.). Left-hand steering can be fitted if required.

**GEARS.** Four forward speeds and reverse. Synchromesh 3rd and top. Finger tip gear control beneath steering wheel. Ratios: Top, 4.3:1; 3rd, 5.92:1; 2nd, 8.77:1; 1st, 14.49:1; Rev., 12.77:1.

**FREE WHEEL.** Designed as an integral part of the transmission unit and incorporated with gearbox. Its use is optional and controlled from the instrument board. When reversing it is automatically locked.

**TRANSMISSION.** By divided open propeller shafts with centre bearing. Spiral bevel type rear axle.

**BRAKES.** Hydraulically-operated foot brakes. The front wheel brakes are of the two leading shoe type requiring very light pedal pressure and infrequent adjustment. The hand brake is mechanically operated by rods independently on rear wheels only.

**SUSPENSION.** Rover special advanced design of independent front suspension. Progressive rate rear springs semi-elliptic enclosed in gaiters which are packed with lubricant and sealed. Double acting hydraulic telescope shock dampers at front and rear.

**CHASSIS FRAME.** Welded box section side and cross members. Light but of extraordinary rigidity.

**HEATING AND VENTILATION.** Built-in system of heating and ventilation providing warmed or cool fresh air from outside the car and fitted with windscreen de-froster, ducts and fan.

**LIGHTING.** Flush-fitting lamps. Headlamps fitted with sealed lens, reflector and pro-focus bulb. All models fitted with double-filament bulbs to both headlamps, operated by foot switch.

**DIMENSIONS.** Wheelbase 111 in. (2.82 m.). Track front 52 in. (1.32 m.). Rear 51½ in. (1.31 m.). Overall length 178½ in. (4.58 m.). Overall width 65½ in. (1.67 m.). Ground clearance 7½ in. (181 mm.) unladen. Height 63½ in. (1.61 m.) unladen.

**TYRE SIZES.** Dunlop 6.00 x 15 in. Easy-clean wheels have large chromium hub plate with Rover symbol mounted centrally.

**JACKING.** Smith's "Bevelift" on either frame side-member.

To minimise road shocks and vibration, rubber bearings are used wherever possible. Rubber engine mountings. Rubber suspension bearings. Rubber bushes on shock dampers. Rubber-cored rear spring shackles. Rubber body mountings and front spring insulators.

All are long wearing under tropical or arctic conditions, and require no lubrication. They are features that combine with the incredible smoothness of the engine to give a new meaning to motoring.

## RANGE OF COLOUR FINISHES

BODYWORK	Connaught Green (dark)	Lakeside Green (light)	Pastel Blue	Ivory	Black
UPHOLSTERY	Grey or Green	Green	Blue	Red or Green	Green, Red, Grey, Blue or Tan

Note: Owing to printing limitations, the colours shown in this folder cannot be guaranteed true representations of the models illustrated.

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March '52. E. & O.E.

THE ROVER COMPANY LIMITED, SOLIHULL, BIRMINGHAM  
AND DEVONSHIRE HOUSE, LONDON, W.1.